



SENTIENCE
PERSONAL TRAINING

THE SECRETS TO LOSING WEIGHT
AND WHY
THE MULTI TRILLION DOLLAR DIET
INDUSTRY

DOES NOT

WANT YOU TO KNOW!

**PRIVATE AND
CONFIDENTIAL**

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PERSONAL & GROUP TRAINING • BOXING CIRCUIT • BOOT CAMP • YOGA • PILATES

SPECIAL REPORT:

Dieting makes you put on more weight!

This is actually true and has been proven time and time again. Research has shown that up to 95% of people that go on a diet regain the weight once off the diet and usually another 2-5kg more! The diet industry is being dubbed the next 'Multi Trillion Dollar' industry. Now I ask you, if they were truthfully aiming to succeed would they be heading for their 'multi trillion dollar' targets? Probably not. If diets were designed to create success, we would all be thin and healthy and they would have no repeat business! So my question to you-

Do you want to fund this next multi trillion dollar empire or do you want to know the truth?

Do the work **ONE** time and never have to do it again!

This is **OUR** mission at Sentience Personal Training. We want to teach you the truth about losing weight and leading a healthier and therefore happier lifestyle. So this is where we start, some secrets you absolutely **MUST** know-

1) **What do we mean by diet?**

When we refer to diet, we mean anything that restricts calories over a period of time and more importantly something that you go on and come off. Whether it be eliminating food groups such as carbs, or eating only certain food groups, or whether it is shakes etc., these are all diets and will not work over the long term (or not in many cases anyway, only 5% of people). Anything that you 'go on' then come off and return to your old habits that made you put the weight on to start with, is destined for failure. We teach you to make gradual changes so that you never go back to doing what you did to make you gain that weight in the first place. Doesn't that just sound like common sense?

2) **There is no quick fix**

It doesn't matter what they say, or what new invention, new program or new product there is, if it sounds too good to be true than it is! Putting on weight is a combination of poor food choices, lack of exercise, emotional eating, etc., etc., we have all heard it before.... But most importantly it is the product of YOU not living out your life fully and storing energy rather than using it! Wow! That's a different way of looking at things! So the only thing a quick fix does is it makes your body better at storing fat and gets you really annoyed because you are so sick of going on yet another diet!

3) **Dieting makes you put on weight!**

So what do I mean about dieting makes you put on weight??? Exactly that! When you go on a diet the body likens it to the famine of Aeons ago where the pre-historic man (and woman) was accustomed to long periods of famine followed by feasting. In our modern day age, we call this diet and binging! Amazing! So what happens in this period of famine or what we call diet? Alarm bells go off and the body becomes really good at conserving energy to make it through the famine. In order to achieve this,

- **The body slows the metabolism:** to reduce the calories burnt, so the body can survive longer
- **Fat cells get better at storing fat:** The fat cells become twice as effective at storing fat into the fat cells and become half as effective at releasing the fat from the fat cells.
- **Muscles start to die off,** because they use up too much energy.
So the body is trying so hard to get through the famine, not realizing that McDonald's drive through or 24hr Coles is one step away! As a result of the famine (diet) you become a lot better at storing fat and using up very little energy! What then happens, when you add food, the body stores it much quicker and doesn't use it up as well, so you get greater storage, greater fat gain! The body is afraid for its life and is storing up for the next famine, which after this diet (famine) doesn't work, you will go onto another one! I can't believe people still do this! At Sentience Personal Training we will teach you how to reverse the effects of years of dieting, they are reversible- do not worry!

4) **Unrealistic media images:**

Our number 1 rule- THROW OUT THE TRASH MAGS! Firstly, the images you are looking at are completely unrealistic! Airbrushing has created an image of women that is completely unattainable. Secondly why spend so much time reading about some body else's 'interesting life' when you could be out there creating your own romance and dramas, which is much more interesting. Trash mags are a negative impact on (in particular) women's body image and have been associated with weight gain! See the below link to view some amazing airbrushing work.
<http://www.styleitless.com/photoshop-me-before-after-celebrity-pictures/>

5) **Low carb diets make you put on weight.**

Please get off this low carb diet band wagon! Believe it or not, your body needs carbs. Avoiding all carbs means you are not providing your body with the necessary nutrients and energy it needs. You can go for a while without, but eventually low carb diets create a feeling of fatigue, lack of concentration, headaches, low energy and constipation. Which eventually leads to a huge carb binge, which is usually in the form of chocolate!

Not sure which carbs you should be eating? There are definitely good and bad, just ask us at Sentience Personal Training, as we are anti low carb diets (or any diet for that matter!).

Some of the real reasons you are not losing weight:

By the way it has very little to do with will power! So stop berating yourselves, there is so much more going on!

- 1) **Non hungry eating:** Quite simply eating when you are not actually hungry. Do you actually allow yourself to get hungry??? Never noticed, start to be aware, you will be amazed at what you discover!
- 2) **Overeating:** Every time you feel that you have eaten too much at the end of a meal, YOU HAVE! Any time it feels like it was too much, it was and the body will just store it just in case of a famine!
- 3) **You are doing the wrong exercise:** Do you think to lose weight you need to walk for hours or you need to spend 60min on cardio at the gym, then you are WRONG!
- 4) **What are you telling yourself?** Your life is an expression of your thoughts. If you are telling yourself that you are never going to lose weight and that you are fat- guess what? Life will never disappoint you, it will give you everything you are asking for, that includes whinging about what you don't want. The body can't distinguish the difference between complaining and desiring, it just hears instructions- CHANGE your instructions!
- 5) **Other:** things such as eating breakfast, snacking, how well you sleep, how often you eat, when you eat and how you eat, whether you chew your food or not also contribute to weight gain.

WHAT WORKS?

- **Healthy Eating:** Using the five food groups, getting variety in your day, choosing low fat options.
- **Healthy Eating Habits:** eating only when you are hungry, stopping when you have had enough, avoiding the use of food to make us happy or console us when we are sad, lonely or upset.
- **Effective & Efficient Exercise:** high intensity cardio combined with weight training are absolute key!
- **Incidental exercise:** Being active throughout the day. Use your pedometer or just be mindful. Increasing your daily activity can be equivalent to getting in an aerobics session every single day of the week!
- **Keep a Journal:** be accountable, start to plan your meals and exercise sessions. People who keep journals and especially food diaries have been shown to be a lot more successful than people who don't. We generally underestimate how much we eat by 30% and overestimate how much we exercise by 25%!!! Wow that is 55% extra calories that we think we are not getting... hmmm... I don't know why I cannot lose weight, sound familiar?

HOW CAN YOU GET HELP?

All of our programs are designed on the above principles. We will teach you-

- To understand how your body works
- The effect of dieting and how to reverse it.
- How to plan healthy meals
- Healthy snack options
- How to create a body that is a fat burning machine!
- The effect of your emotions on your eating habits and your body shape.

Do not waste any more **TIME** or **MONEY** on ineffective weight loss solutions.

Sentience Personal Training guides you through the journey that leads to a healthy, happier you. Be supported every step of the way as you transform your body, mind and spirit.

I WANT TO START TO CHANGE MY LIFE TODAY!

All you need to do is call us on 0416 176 635 and organise a time for your Health Life Evaluation. From there, we will prescribe to you which of our services best fit your needs, budget and lifestyle to get the results you **want**. With a wide range of services to choose from including Personal Training, Boot Camps, Super Sculpt, Celebrity Bodies, Circuit, Yoga and Pilates- you get exactly what it is that you need to succeed.

We wish you well on your journey and look forward to working with you and watching your transformation!

Walk Tall,

Snezana Pezzin